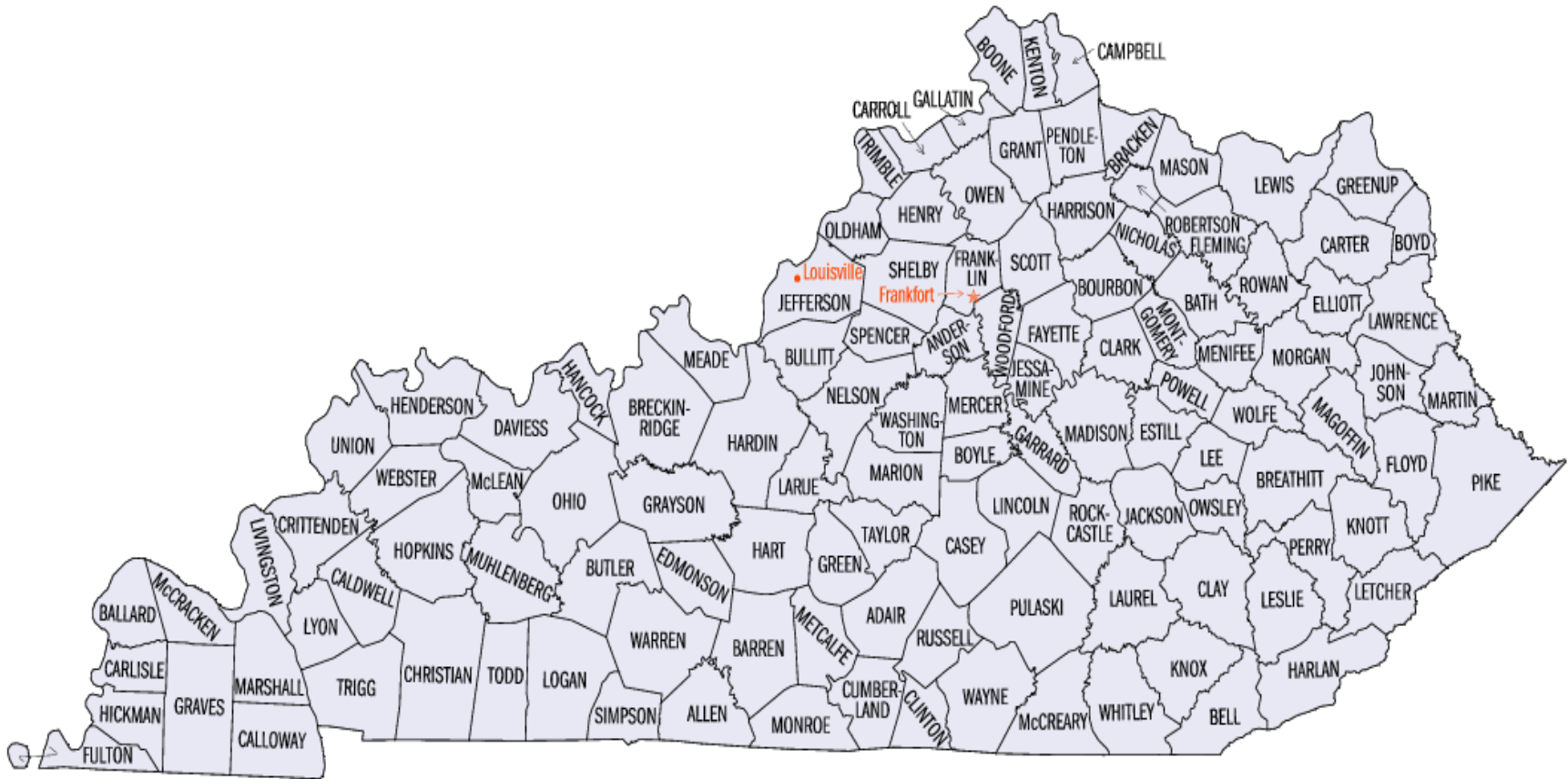


Letcher County Kentucky

Letcher County



Letcher County

- Rural mountainous county in Eastern Ky.
- Total Population 24,434
- Residents share common pride, common values, and a common heritage which is reflective of self determination, independence, and self reliance

A
Beautiful Place
Inhabited By
Beautiful People

Beautiful

Places

Fishpond Lake



- Built in 1964
- Launching ramp
- Picnic Facilities
- Basketball Court
- Tennis Court
- No Swimming allowed
- Fish: Rainbow Trout, Large Mouth Bass, Bluegill, Channel Catfish, Warmouth, Black Crappie, & Brown Bullhead

Bad Branch Falls



- 2,639 acre preserve
- Features - hemlock gorge, waterfall, high quality stream, numerous rare species, trail along mountain crest
- Access - foot trail and bridges, 7.4 miles of trail over uneven terrain, strenuous
- Activities - hiking, birding, nature photography and research

Little Shepherd Trail



- 38-mile narrow road on top of Pine Mountain
- Twists through numerous refreshing overlooks
- Great location for long walks, picnics and bicycle rides
- Rhododendron and Mountain Laurel bloom profusely along this trail

Lilly Cornett Woods



- Appalachian Ecological Research Station of Eastern Kentucky University
- First and largest preserved remnant of old-growth forest in eastern Kentucky (554 acres)
- The biological diversity present at Lilley Cornett Woods is greater than most temperate regions in the world

Beautiful

People



The Sturgill Family



Father Edward Randall



The Missionaries of Charity



Gabriel & Caleb Sturgill...The New Generation

History

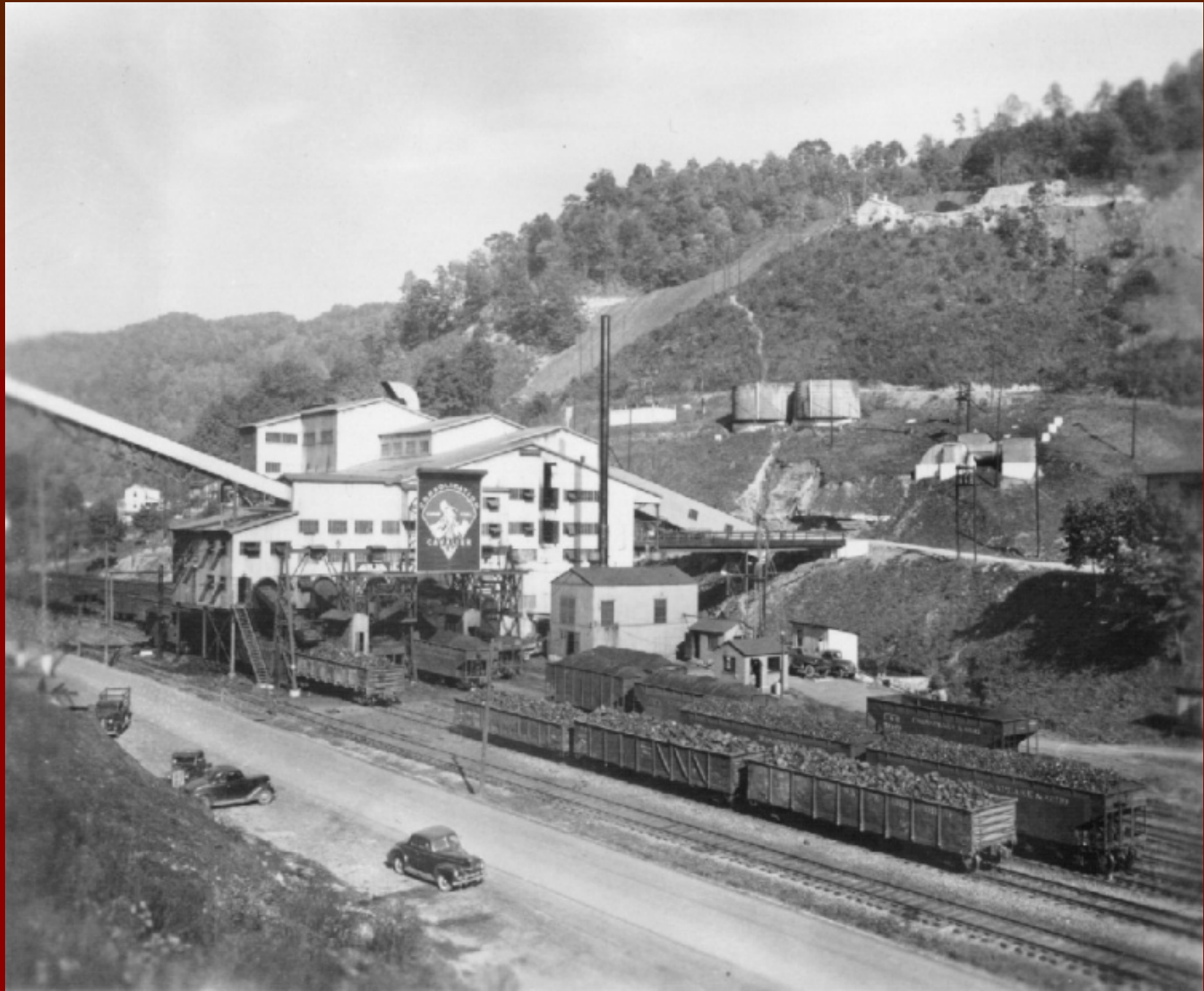
- Towns built for extraction of coal
- Residents and industry were dependent on coal and economy of coal
- Miners worked in hazardous environments
- All lost their health...some lost their lives
- Coal and timber resources were exported out of the area



Coal Mining Camp



Coal Mining Camp



Coal Tipple



Randall Anderson, Jasper Bentley, Dewey Sturgill, Lowell Robinson, Ruben Anderson, Robert Merritt, (Back Row) Darrel Hampton, Eulice Mullins, David Melton

Facts

- Major companies bought the land at a small cost, owned the coal, owned the town and in essence the people.
- The people worked for the company, lived in company housing, purchased goods from company stores.
- The people of this region did not benefit as much from the wealth generated by mining coal as they should have. A high percentage of the wealth was transferred out of the area.
- The inhabitants of a land so beautiful and rich in natural resources were left poor, undereducated, and poorly paid.

Demographics

The people of this region have suffered from industries such as oil, coal, mining, and timber.

As a result of arduous labor in these industries a large portion of the population has become disabled.

- 11.6% of the population 5 to 20 years of age has a disability
- 37.7% of the population 21 to 62 years of age has a disability
- 62.6% of the population 65 years of age and older has a disability

Demographics

The average worker has little education

- 58.5% of persons age 25+ graduate high school
- 7.7% of persons age 25+ earn a Bachelor's Degree or higher
- 18.8% of the population has some high school but did not earn a diploma
- 22.7% of the population has less than a 9th grade education

Demographics

Letcher County is one of the poorest counties
in the nation

Total population 24,434

- 22% (5,389) of the population is living below the poverty level
- 33.2% (1,762) under 18 years of age
- 31.6% (1,221) from 5-17 years of age
- \$24,911 is the median household income

Facts

Limited access to necessary resources along with poor prevention and treatment options only compounds these problems

**Many residents self-medicate
as a form of escapism**



Sowing the seeds of Prevention in Letcher County

Prescription Medication Diversion

The deflection of
Legal drugs
into the Illegal market

Illegal Means of Obtaining Prescription Drugs

- Doctor Shopping
- Illegal Internet Pharmacies
- Medicine Cabinets
- Friends and/or Relatives
- Theft
- Casual Sharing
- Forged Prescriptions

Commonly Diverted & Abused Prescription Drugs

- Oxycontin
- Hydrocodone (Lortab & Vicodin)
- Xanax
- Valium
- Oxycodone (Percocet & Tylox)
- Methadone

Why is this happening?

- Not perceived as dangerous as illegal drugs
- Profit
- Legitimate Pain
- Dulls emotional pain
- Experimentation
- Peer Pressure
- Lack of knowledge

What are we
doing?

Year One

Community Level Research

Awareness Campaign

Collected Community Level Data

- 23 babies born drug exposed in 2006
- 4 Child fatalities from abuse or neglect with 50% having documented issues of parental substance abuse
- 152,704 Narcotic prescriptions were filled for Letcher County residents in a two year period with **Hydrocodone** accounting for 66,894 of these prescriptions
- 45 deaths related to drugs from January 2003 through November 2006
- 85 arrests were made for violating narcotic drug laws in 2004, a 35% increase in drug related charges and a 50% increase in drug-related cases from 2004-2005

Community Level Research

- Marketing Research of Kentuckiana conducted 17 Focus Groups with various populations in the community (135 participants)
- Developed a survey instrument
- Marketing Research of Kentuckiana conducted a telephone survey of 307 Letcher County households

Focus Groups

- Prescription medication diversion has become a community norm in Letcher County; there is evidence of abuse in all of the demographic segments of the community.
- The educated and the uneducated, the poor and the rich, and the young and the old all are affected by prescription drug diversion.
- The majority of the respondents want to change this norm to a behavior that is widely unacceptable. Currently, they do not feel empowered to do so given the present economic conditions and/or resources that are available in the community.

Telephone Survey

- The most likely sources are friends or relatives, with buying and casual sharing the primary methods of distribution
- The consequences of prescription medication diversion in Letcher County depend on a person's social status
- 70 percent of telephone respondents know someone who has diverted prescription medications
- OxyContin, Hydrocodone, Lortab, and Xanax are the most commonly diverted and abused prescription drugs

Telephone Survey

- The respondents believe prescription drugs are potentially as dangerous/addictive as street drugs
- Over 90 percent of respondents believe the primary responsibility in addressing the issue lies with parents, medical professionals and local schools
- 98 percent of respondents are concerned about prescription medication diversion in their community
- The respondents are fully aware of what constitutes prescription medication diversion; but are unfamiliar with the term.

Developed Definition

**Defined a culturally appropriate definition of
Prescription Medication Diversion**

**Sharing, illegally selling and or
illegally obtaining prescription
medication**






Awareness Campaign

- Created an email address for the project
- Presented information on diversion and local statistics on prescription drug diversion and its effects in our local newspapers, television stations, radio stations and speaking engagements
- Public Service Announcements
- Designed & distributed prescription bags to all local pharmacies promoting our project and giving local statistics on prescription drug use, diversion, and its effects
- Designed brochures promoting our project and giving local statistics on prescription drug use, diversion, and its effects
- Used local statistics to design billboards displayed throughout the county
- Held a dinner for community leaders and professionals to promote our efforts, raise awareness, and build capacity

Email Address

itdoesnothavetobethisway@gmail.com

Public Service Announcements

- Letcher County Prevention Project 
- Prescription Medication Diversion 
- Parental Advice 
- Power of Parenting 
- Proper Disposal of Prescription Medication 



Prescription Bag Proof

THIS IS FOR PROOF ONLY
 NOT FOR COLOR MATCHING
 (PLEASE PRINT OR STAMP IN THESE SPACES THE NAME OF THE PHARMACY)

PROOF REV A JOSH 120109 NAME: [] []	DATE 4.11.07 BSN BSC114 BSN 2 []
--	--

You are responsible for the accuracy of this proof.
 The accuracy of this proof is not guaranteed.
 The accuracy of this proof is not guaranteed.
 The accuracy of this proof is not guaranteed.

State and local partners working together to positively impact the lives of Kentuckians by building effective and sustainable prevention

152,704 narcotic prescriptions were filled for Letcher County residents from Jan 1, 2003 through Dec. 31, 2005

The Cabinet for Health and Family Services reports fourteen babies being born addicted in a six month period of 2006.

The Letcher County Coroner reports forty-five deaths as drug-related from January 2003 through November 2006.

It does **NOT** have to be this way

Approximately 60 percent of people who abuse prescription pain killers indicate they got their prescription drugs from a friend or relative for free.

WHAT CAN YOU DO?

- Never share or sell your prescription drugs
- Educate yourself and your children on the dangers of abusing prescription drugs
- Share your knowledge with others


If you or someone you know has a prescription drug problem call the Regional Prevention Center at **1-866-213-8739**

For more information on the Letcher County Prevention Project or ways you can help please call (606) 655-0270 ext 15546

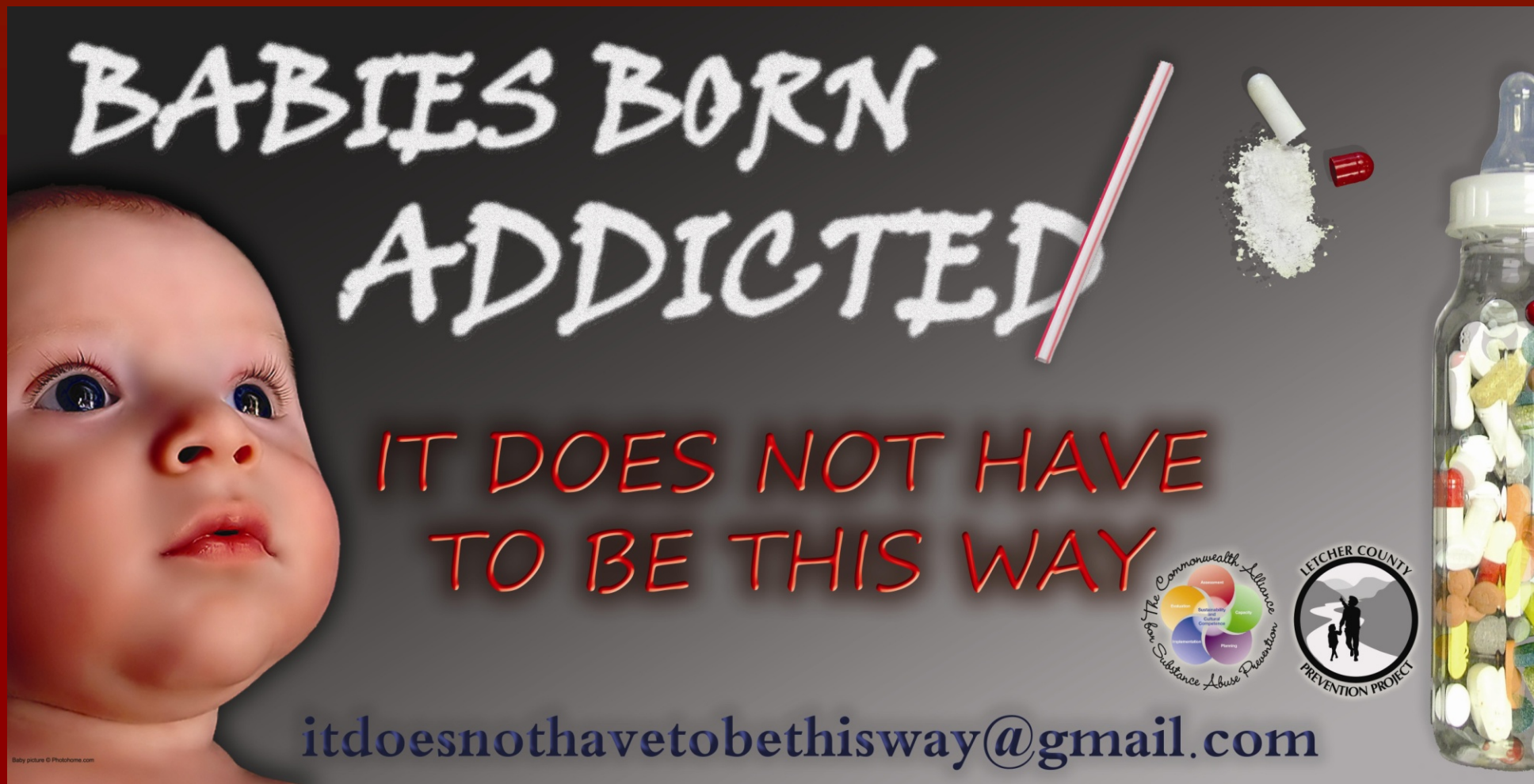
Participating Pharmacies

Beggs Pharmacy
 Family Drug
 Isom Community Pharmacy
 KYVA Pharmacy
 Parkway Pharmacy
 Rite Aid Pharmacy
 Superior Drug
 Whitesburg Pharmacy
 Whitesburg ARH Pharmacy

Pharmacy Association of Kentucky
 1-800-775-1001
 1000-10-1001



Billboard No. 1



The billboard features a close-up of a baby's face on the left, looking upwards with a concerned expression. The background is dark gray. The main text, 'BABIES BORN ADDICTED', is written in large, white, hand-painted letters. A red and white striped straw is positioned vertically next to the word 'ADDICTED'. To the right of the straw, there is a pile of white powder, a white pill, and a red pill. Below the main text, the phrase 'IT DOES NOT HAVE TO BE THIS WAY' is written in red, outlined letters. At the bottom, the email address 'itdoesnothavetobethisway@gmail.com' is displayed in blue. On the right side, there is a clear plastic baby bottle filled with various colorful pills. Two circular logos are also present: one for 'The Commonwealth Alliance for Substance Abuse Prevention' and another for 'LECHER COUNTY PREVENTION PROJECT'.

**BABIES BORN
ADDICTED**

**IT DOES NOT HAVE
TO BE THIS WAY**

itdoesnothavetobethisway@gmail.com

Baby picture © Photostorm.com

The Commonwealth Alliance for Substance Abuse Prevention

LECHER COUNTY
PREVENTION PROJECT

Twenty Three Drug-Exposed Infants born in Letcher County in ONE year

Billboard No. 2

The cycle of
prescription drug
addiction

IT DOES NOT
HAVE TO BE
THIS WAY

LECHER COUNTY
PREVENTION PROJECT

itdoesnothavetobethisway@gmail.com

Diverted Prescription CAN & WILL take you from INNOCENT to ADDICT

Billboard No. 3



Forty-Five Drug-related Deaths in TWO years

Dinner & Discussion



Dinner & Discussion



Dinner & Discussion



Established Partnerships

The Letcher County Prevention Project partnered with Family Resource and Youth Services Centers (FRYSC) in Letcher County to provide “Letcher County Prevention Project Summer Camp” utilizing Generation RX as the educational component.

As a result of this partnership, FRYSC coordinators were trained to use Generation RX and were provided with a FREE copy of the curriculum from Kentucky River Community Care for use in their school.

Summer Camp Presentation



Year Two

- After-School Programs
- Youth Mentoring Youth Programs
- HANDS Incentives
- Incredible Years Training
- REAL
- Senior Citizens Programs
- Environmental Strategies
- Awareness & Events

After-School Programs

- Partnered with area schools to reduce the rate of prescription drug diversion and use among school age children
- By offering after-school programs that connect children to caring adults and provide constructive activities, early aggressive behavior will be reduced and individual self-control will be enhanced.
- Reduction in age of onset of prescription drug abuse
- These programs can be expensive but according to research; they are cost effective.

Snack Time



Hooked on Fishing Not on Drugs



Are We Cool or What?



What a Crew



Youth Mentoring Youth

- Teens are responsible for assisting with the delivery of substance abuse prevention messages and other activities as directed by those in charge of the after school programs
- Teens serve as “buddies” or mentors to the younger students, act as positive role models, and teach/demonstrate skills such as self esteem building, how to choose friends wisely, and deal with peers or situations that put them at risk of inappropriate behavior or substance abuse
- Employing teens provided them job opportunities, a chance to gain jobs skills, foster a sense of self-worth, and create a positive connection to community. It also teaches them responsibility and commitment

Youth Mentoring Youth



Youth Mentoring Youth



Youth Mentoring Youth



Youth Mentoring Youth



HANDS Incentives

Health Access Nurturing Development Services

- We partnered with the Letcher County Health Department through their HANDS program by providing incentives to participants. In return, they are incorporating an educational component on diverted prescription medication into the program
- HANDS is a service for families who are pregnant for the first time or who have newborn babies. Trained visitors provide information so parents can provide the best for their new baby
- This program teaches parents better family communication skills, appropriate discipline styles, firm and consistent rule enforcement and other family management approaches
- This program enhances children's attachment to parents, lower the number of babies born addicted and decrease the number of children removed from homes

HANDS Community Event



HANDS Community Event



HANDS Community Event



Incredible Years

- The Incredible Years is a parental training program that is evidenced-based and recognized by SAMHSA and the Center for Substance Abuse Prevention (CSAP) as a Model Program and is listed on the National Registry of Effective Prevention Programs
- Persons of Influence (about 10) in each Letcher County community will be identified, recruited and trained to serve as group leaders
- Participants will be recruited among human services agencies with parents of children at highest risk given priority. One two-hour session per week for 12 weeks

Incredible Years

For More Information on
this program visit
www.incredibleyears.com

REAL

Rural Entrepreneurship through Action Learning

- REAL is an entrepreneurship program offered to help individuals, communities, schools, and rural America grow through hands-on entrepreneurship
- To expand economic opportunity in the region and ensure that young people grow up in a community where they can contribute to and benefit from economic growth
- Two key members of the community will be trained in the REAL program. These key members will train additional facilitators in the community
- Increase the opportunities for youth and young adults. Reduction in use related problems and illegal acts.

REAL Training

For More Information
on this program visit

<http://www.ncreal.org>

Senior Citizens Programs

- Provide Diverted Prescription Prevention programs/presentations and education to senior citizens by partnering with the Letcher County Sheriff's Office
- Educate the elderly population on the dangers and consequences associated with prescription medication diversion
- Educate all senior citizens on how to keep themselves and their medicine safe and how to properly dispose of outdated, unused prescription medication
- Teach them what they can do to help and ask for their support

God Bless Our Senior Citizens



Environmental Strategies

Work within the medical and pharmaceutical communities to incorporate policies related to prescription medication diversion

- Patient/Physician Controlled Substance Agreement
- Flow Chart for pain management
- Collect and review all healthcare agencies and pharmacy existing drug related policies

Awareness & Events

- To educate and create awareness on prescription medication diversion in Letcher County
- Radio roundtable discussions, developing PSAs, attending and participating in local community events, billboards, newspaper articles, information dissemination, etc.
- By presenting accurate data and statistics to the community through media outlets, we will bring awareness to the harm abusing diverted prescriptions substances has on the users directly and promote greater awareness among parents about the problem and the need to talk to their children

Red Ribbon Week



Southeast Community College



Community Coordinator & Circuit Judge



County Employees



Local Pharmacists



Local Physicians



Police Departments



Local Football Games



Kids Day



State Representative Leslie Combs



Hurry & Take My picture
so I can get WET!



Wish we were really in Hawaii!



But Mom...Do we have to leave?



I'm not so sure I want to
participate



Year Three Preliminary Plan

- After-School Programs
- Youth Mentoring Youth Programs
- HANDS Incentives
- Incredible Years Training
- REAL
- Senior Citizens Programs
- Awareness & Events
- Environmental Strategies
- Youth Led Recreation Activities
- Faith-Based Activities

Youth-Led Recreational Activities

- To partner community college and local university students to provide youth-led recreation activities to Letcher County teenagers
- These monthly recreation activities will be safe spaces where teenagers can explore their creativity, individuality, and develop positive socialization skills and model alternatives to risky recreation behaviors
- These monthly recreation activities aim to engage at least 50 Letcher County youth

Faith-Based Initiatives

- Raise awareness in the faith community and increase the publicity of our efforts through the dissemination of information and promotional items with the support of faith based organizations
- A meeting of pastors is being organized by Council member Pastor Jerry Utt
- A community service project or formal gathering for the religious community is being planned and will be conducted